

ORDER



KSNV

Orders
Order / Rev: 107645
Alt Order #: 06862042
Product Desc: Horsford/DCCC
Estimate: 2011
Flight Dates: 10/12/12 - 10/18/12
Original Date / Rev: 10/09/12 / 10/10/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: DCCC/ Horsford
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	30	\$41,225.00	\$35,041.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	30	\$41,225.00	\$35,041.25	0.00
Totals	30	\$41,225.00	\$35,041.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	21%	\$41,225.00
Market	100%	\$196,309.52

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	23%	\$45,151.19
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$41,225.00
KTUD	0%	\$0.00
KVVU	24%	\$47,114.29
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	11%	\$21,594.05

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/12/12	10/18/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/12/12	10/18/12	MTWTF--			2			\$450.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/12/12	10/18/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
				WAKE UP WITH THE WAGNERS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/12/12	10/18/12	MTWTF--					2	\$450.00		0.00			
E 2	KSNV	10/14/12	10/18/12	Wake Up Early w/ Wagner Wake Up Early Wagner	CM	430a-5a	MTWT--S	:30	2	\$200.00	1	0.00	NM	2	\$400.00
				WAKE UP EARLY W/THE WAGNERS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/14/12	10/20/12	MTWT--S					2	\$200.00		0.00			
E 3	KSNV	10/12/12	10/18/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
				WAKE UP WITH THE WAGNERS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/12/12	10/18/12	MTWTF--					2	\$700.00		0.00			
E 4	KSNV	10/12/12	10/18/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/12/12	10/18/12	MTWTF--					3	\$900.00		0.00			
E 5	KSNV	10/13/12	10/13/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
				SATURDAY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-					1	\$625.00		0.00			
E 6	KSNV	10/14/12	10/14/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
				MEET THE PRESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S					1	\$3,000.00		0.00			
E 7	KSNV	10/12/12	10/18/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/12/12	10/18/12	MTWTF--					2	\$450.00		0.00			
E 8	KSNV	10/12/12	10/18/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/12/12	10/18/12	MTWTF--					3	\$1,200.00		0.00			
E 9	KSNV	10/12/12	10/18/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M-WTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/12/12	10/18/12	M-WTF--					2	\$1,300.00		0.00			
E 10	KSNV	10/12/12	10/18/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-WTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
				WHEEL OF FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/12/12	10/18/12	M-WTF--					2	\$1,300.00		0.00			
E 11	KSNV	10/12/12	10/18/12	FacetoFace/Ralston Report FacetoFace/Ralston Report	CM	730-758pm	M-WTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
				FACE TO FACE W/ JON RALSTON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/12/12	10/18/12	M-WTF--					2	\$900.00		0.00			
E 12	KSNV	10/15/12	10/15/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
				THE VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----					1	\$4,000.00		0.00			
E 14	KSNV	10/14/12	10/14/12		CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NFL Football											
				NFL Football											
				NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			1		\$10,000.00		0.00				
E 15	KSNV	10/12/12	10/18/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	MTWTF--			2		\$1,200.00		0.00				
E 16	KSNV	10/12/12	10/18/12	The Tonight Show	CM	1135p-1236a	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	MTWTF--			2		\$500.00		0.00				
N 17	KSNV	10/12/12	10/18/12	Last Call w/Carson Daly	CM	136-205am	MTWTF--	:30	1	\$100.00	2	0.00	NM	1	\$100.00
				Last Call w/Carson Daly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	MTWTF--			1		\$100.00		0.00				
N 18	KSNV	10/18/12	10/18/12	Thurs PR 9-10p	CM	9-10pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
				Thursday Prime 9-10pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	---T---			1		\$3,200.00		0.00				
													Totals	30	\$41,225.00